

As a professional driver I depend on having the most up to date and time info to make my job easier. Waiting 10 to 20 min to get a 30 sec sound bite on traffic just does not work. With satellite radio I can plan a trip through a area long before I get there. Say for trip that takes me through Chicago I can plan a hour before I get there on how and by witch highway will work best for me. With the new hours of service rules that the D.O.T has in place for us I can not afford to sit in traffic if I can aviod it.

From what I understand the NAB is afraid of lossing ad money. Well this should not be a problem for them since a large number of XM subscribers are truck drivers that most local advertisers aren't targeting anyway. Some Fine Jeweler in down town NYC is not looking for me to come there with my truck to shop.